



The American Community Survey

A fabulous (and formidable)
data source

Person 1

(Person 1 is the person living or staying here in whose name this house or apartment is owned, being bought, or rented. If there is no such person, start with the name of any adult living or staying here.)

What is Person 1's name?
Last Name (Please print) _____ First Name _____ MI _____

How is this person related to Person 1?
☒ Person 1

What is Person 1's sex? Mark (X) ONE box.
☐ Male ☐ Female

What is Person 1's age and what is Person 1's date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age (in years) _____ Month _____ Day _____ Year of birth _____

→ **NOTE:** Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For white answers, choose the closest one to your answer.

Andi Egbert, MN State Demographic Center | January 8, 2014



ACS Show & Tell (speedy, please!)

1. Name & affiliation

2. What are the primary ACS topics you use in your work?

- *Examples: health, housing, transportation, poverty, employment, disparities*

3. Name one data product or report you create with ACS data

- *Did you bring copies?*



What is the role of the MN State Demographic Center?

- Serve as a liaison to the Census Bureau and assist with the decennial census counts; create MN population estimates for intercensal years
- Create projections and issue reports about their implications for the state
- Analyze, interpret, and distribute data from the U.S. Census Bureau, state departments, and other sources
- Offer data and technical assistance to policymakers, all levels of government, media, organizations, and citizens across the state
- Monitor trends and help MN to make data-informed decisions

www.demography.state.mn.us
@MN_StateData



A fabulous, but occasionally formidable friend

THE AMERICAN COMMUNITY SURVEY (ACS)



No shortage of data!

- The 2012 ACS release contains more than 7,800 tables (including 1-, 3- and 5-year data)

The screenshot displays the American FactFinder web application. At the top, the United States Census Bureau logo is on the left, and navigation links for Feedback, FAQs, Glossary, and Help are on the right. Below the header, a blue navigation bar contains links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH (highlighted), and DOWNLOAD OPTIONS. A search bar with a magnifying glass icon is positioned above the ADVANCED SEARCH link.

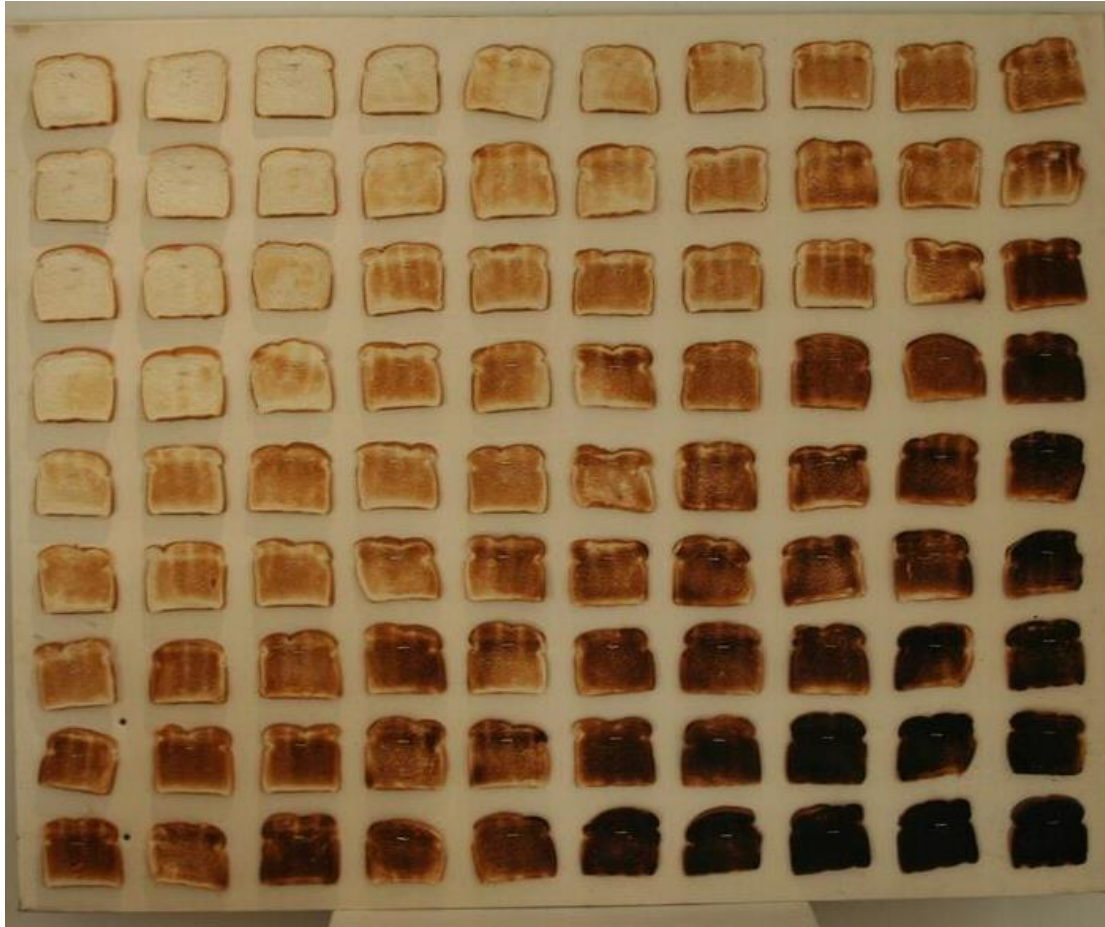
The main content area features a search instruction: "Search - Use the options on the left (topics, geographies, ...) to narrow your search results". On the left side, there are several filter categories: "Your Selections" (with a "Search using..." section for Program, American Community Survey, and a "clear all selections and start a new search" link), "Search using the options below:", "Topics (age, income, year, dataset, ...)", "Geographies (states, counties, places, ...)", "Race and Ethnic Groups (race, ancestry, tribe)", "Industry Codes (NAICS industry, ...)", and "EEO Occupation Codes (executives, analysts, ...)".

In the center, a "Recommendations (4)" section is visible, with a "HIDE" button. Below this, a "Select Topics" dialog box is open, titled "Select Topics to add to 'Your Selections'". It lists various datasets with their respective counts, such as "2012 ACS 5-year estimates (2,267)", "2012 ACS 3-year estimates (2,751)", "2012 ACS 1-year estimates (2,840)", "2011 ACS 5-year estimates (2,130)", "2011 ACS 3-year estimates (2,733)", "2011 ACS 1-year estimates (2,825)", "2010 ACS 5-year Selected Population Tables (680)", "2010 ACS 5-year American Indian and Alaska Native Tables (275)", "2010 ACS 5-year estimates (2,290)", "2010 ACS 3-year estimates (2,951)", "2010 ACS 1-year estimates (3,057)", "2009 ACS 5-year estimates (1,804)", "2009 ACS 3-year estimates (2,465)", "2009 ACS 1-year estimates (2,778)", "2008 ACS 3-year estimates (2,444)", "2008 ACS 1-year estimates (2,655)", and "2007 ACS 3-year estimates (2,570)". A "CLOSE X" button is present in the dialog box.

On the right side of the main content area, there are two featured items, each with a Statue of Liberty icon and a description. The first item is titled "The 2008-2012 American Community Survey 5-year estimates provide detailed social, economic, demographic, and housing data for areas as small as census tracts. Block group estimates are available only in the ACS Summary File. This is the first 5-year data release to include health insurance coverage, disability, marital history, and veterans' service-connected disability status and ratings." The second item is titled "The EEO Tabulation is a custom tabulation of data from the American Community Survey. It serves as the primary external benchmark for comparing the race, ethnicity, and sex composition of an organization's internal workforce, to the analogous external labor market, within a specified geography and occupation. View available tables".

At the bottom right, there is a "Selections" section with a "per page:" dropdown set to "25". Below this, there is a "Near All" section with a "Dataset" tab selected and an "About" tab. The "Dataset" tab shows a list of datasets, including "2012 ACS 5-year estimates".

“Organized toast”



Do I want...

**“INDUSTRY BY SEX AND
MEDIAN EARNINGS IN THE
PAST 12 MONTHS (IN 2012
INFLATION-ADJUSTED
DOLLARS) FOR THE CIVILIAN
EMPLOYED POPULATION 16
YEARS AND OVER” ...**

Or ...

**“INDUSTRY BY SEX AND
MEDIAN EARNINGS IN THE
PAST 12 MONTHS (IN 2012
INFLATION-ADJUSTED
DOLLARS) FOR THE FULL-
TIME, YEAR-ROUND
CIVILIAN EMPLOYED
POPULATION 16 YEARS AND
OVER”**

?!



- Tweeted by @organizedthings on Dec. 23. pic.twitter.com/cofPOVGLRr

Honestly, what would be do without it?!

ACS: BEST THING SINCE SLICED BREAD



ACS: Some background

- The ACS is a nationwide, continuous survey
- The ACS was developed to “replace” the long form following the 2000 decennial census, the survey part of the census that gives us rich data on characteristics — such as income, poverty, education, birthplace, field of degree, transportation mode, etc.
- The Census Bureau contacts 3.5 million households – about 1 in 38 — each year to participate in the ACS
 - (Sampling for old long form was 1 in 6)
- Questionnaire can be completed on paper, in-person or online
 - Non-respondents receive phone calls, visits from Bureau staff
- Fully implemented in 2005 (group quarters added in 2006)



ACS: The basics

- Each year, we now get a 1 year, 3 year and 5 year set of data estimates. Based on the size of the geography:
 - 1-year=65,000+ people (2012)
 - 3-year=20,000+ people (2010-2012)
 - 5-year=Virtually everywhere: Block groups on up (2008-2012)
- For Minnesota or Minneapolis, you can get 1, 3 and 5 year data
- For the town of Ada, MN, you can only get 5 year data.
- If you wish to compare Ada to MN as a whole, you must use 5 year data
- Just because 5 year data are available, that doesn't always mean the data are good (reliable). More on margins of error (MOEs) to come...



ACS: The basics

- For 3 or 5 year estimates, boundaries and dollar values are always shown in the most recent year (2012 currently). To compare changes in median income or other income values over time, you must inflation-adjust earlier data points for comparability.
 - Quick resource = Mpls Fed inflation calculator
www.minneapolisfed.org
- Should not compare overlapping estimates
 - Example: 2009-2011 to 2010-2012
(2 of 3 years of sample are identical)
- Trend data for places with fewer than 65,000 residents
 - 2005-2007 vs. 2008-2010 vs. **2011-2013* Not yet (Fall 2014)**
 - 2005-2009 vs. **2010-2014* Not yet (Fall 2015)**



The ACS is *not*...

- A point-in-time survey, referenced to a certain date (like April 1)
 - Rather “period estimates” can be thought of as average characteristics over a span of time
 - Income/poverty questions look back over the *past 12 months*.
 - So the 2012 estimates actually include many 2011 characteristics
 - E.g, those interviewed in Jan. 2012 are reporting on all of 2011—lagging indicator
- Using the same residence rules as the decennial long form
 - Decennial census uses “usual place of residence” rule
 - ACS uses 2-month residence rule—been there or planning to be there 2 months
 - Affects places with substantial seasonal populations—e.g., college towns, communities with many seasonal workers or snowbirds
 - Impacts in population, age composition, household types, etc.

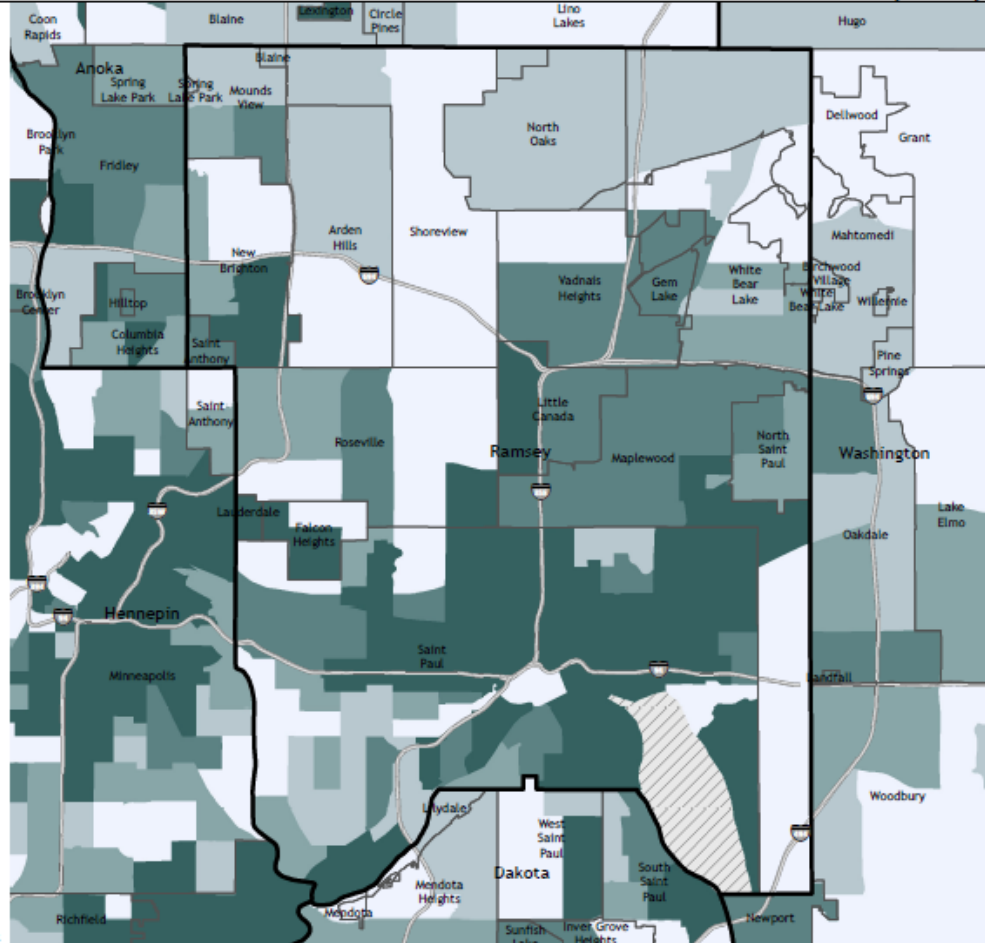


The ACS is...

- A great improvement over the decennial census long form especially late in the decade for more populous places (who receive annual data)
- Nationally comparable and (mostly) comparable over time
- A continuous collection sample that, each year, is roughly *40 times larger* than the Current Population Survey's Annual Social & Economic Supplement (CPS-ASEC), which produces the nation's official poverty estimates
- Home to more diverse topics than other federal survey, allowing for a multitude of cross-tabulations
- Prompting all sorts of great data visualization tools and products

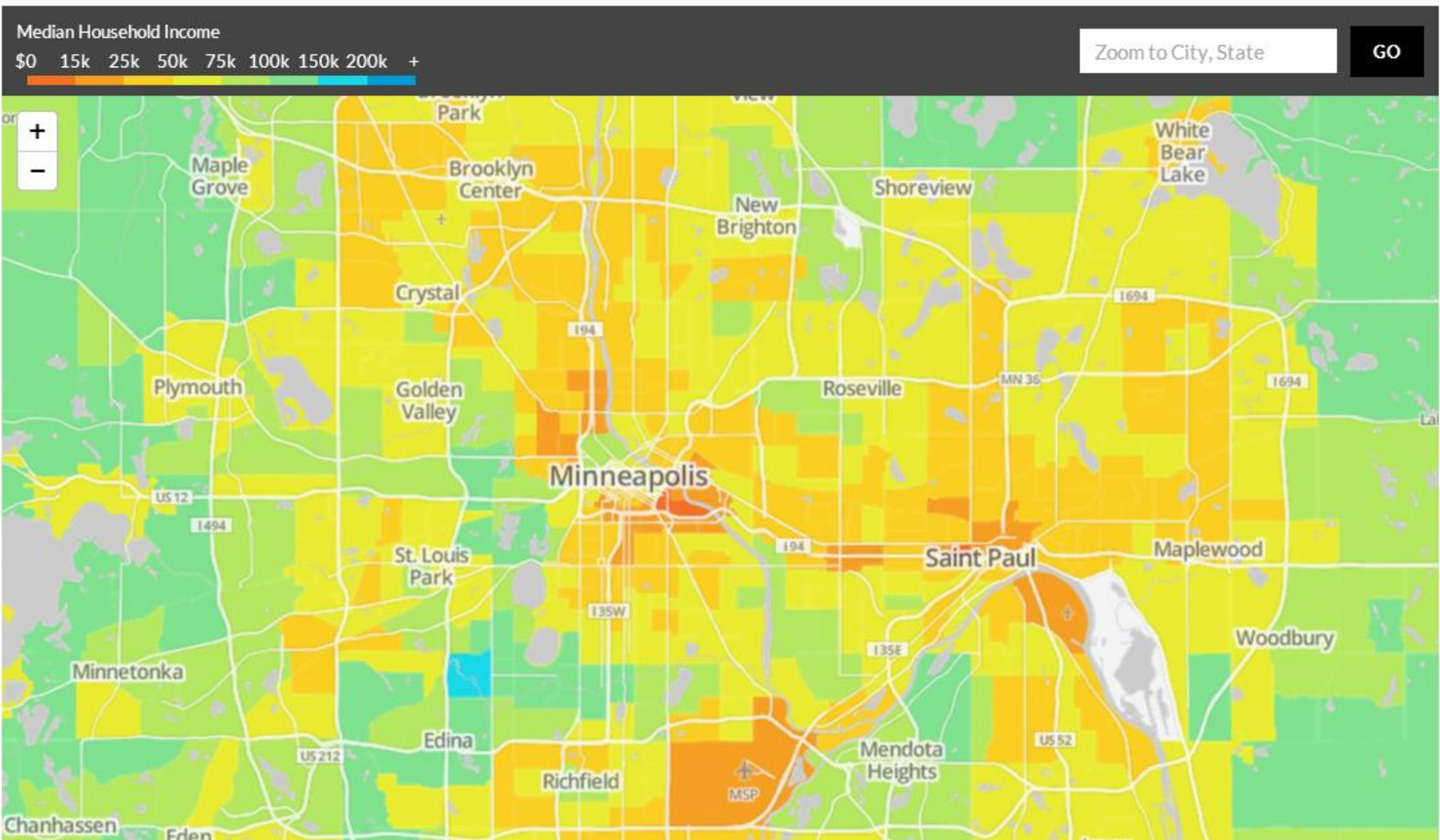


<http://www.mnhousing.gov/wcs/Satellite?c=Page&cid=1358904882055&pagename=External%2FPage%2FEXTStandardLayout>



New from MinnPost

<http://www.minnpost.com/data/2013/12/mapping-median-income-across-minnesota>



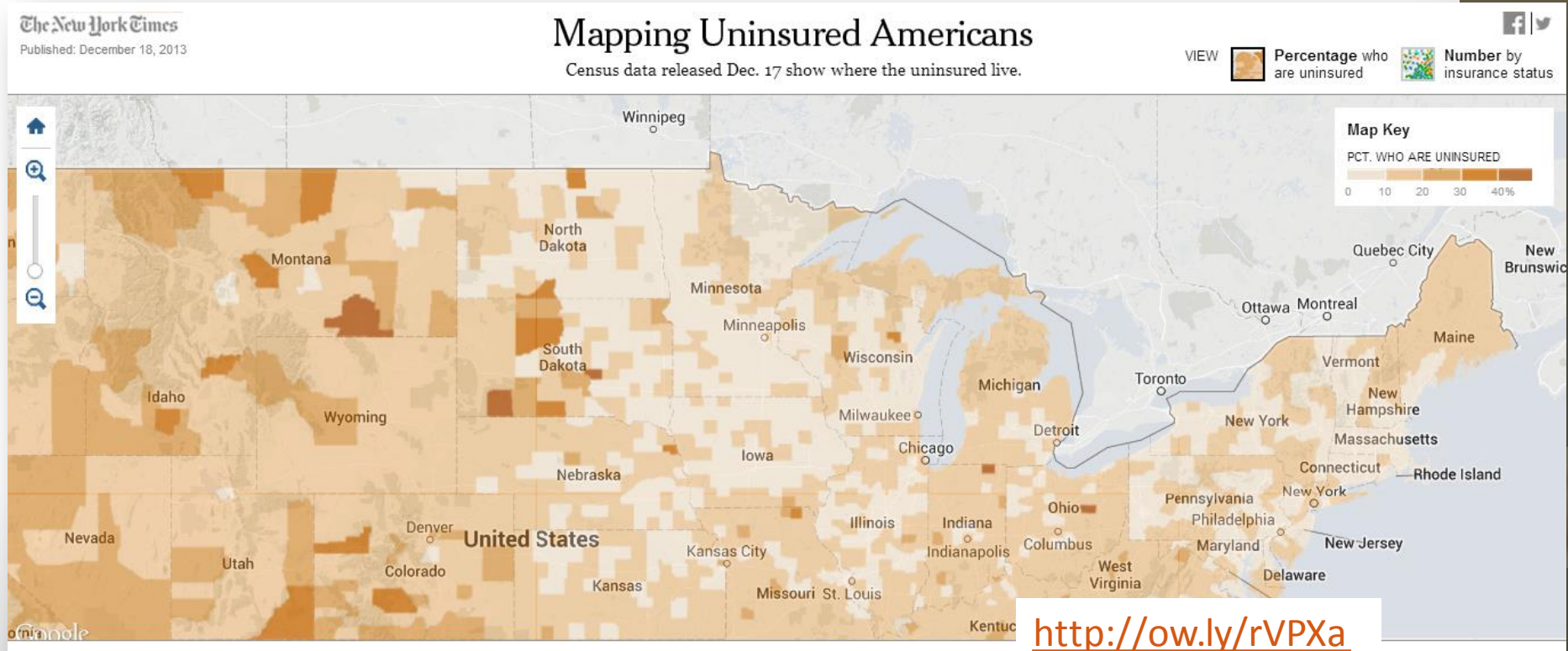
New offerings in the ACS in this fall/winter release

FRESHLY SLICED



New offerings in the 2012 data

- First 5-year file (for all areas down to the block groups) with
 - Consistent disability definitions (Qs revised in 2008)
 - Health insurance coverage estimates (Q introduced in 2008)
 - *Note: Small Area Health Insurance Estimates (SAHIE) also an option*



New offerings in the 2012 data

- 2008-2012 ACS is *ONLY* data available by current, post-redistricting state legislative districts (SLDs)
- Due to funding cuts/sequestration, the Census Bureau is NOT going to retabulate the 2010 Census data to the current SLD boundaries
- State Legislative Coordinating Commission also has some Census 2010 demographic reports prepared by current state house and senate district boundaries

<http://www.gis.leg.mn/hsemapdata.htm>

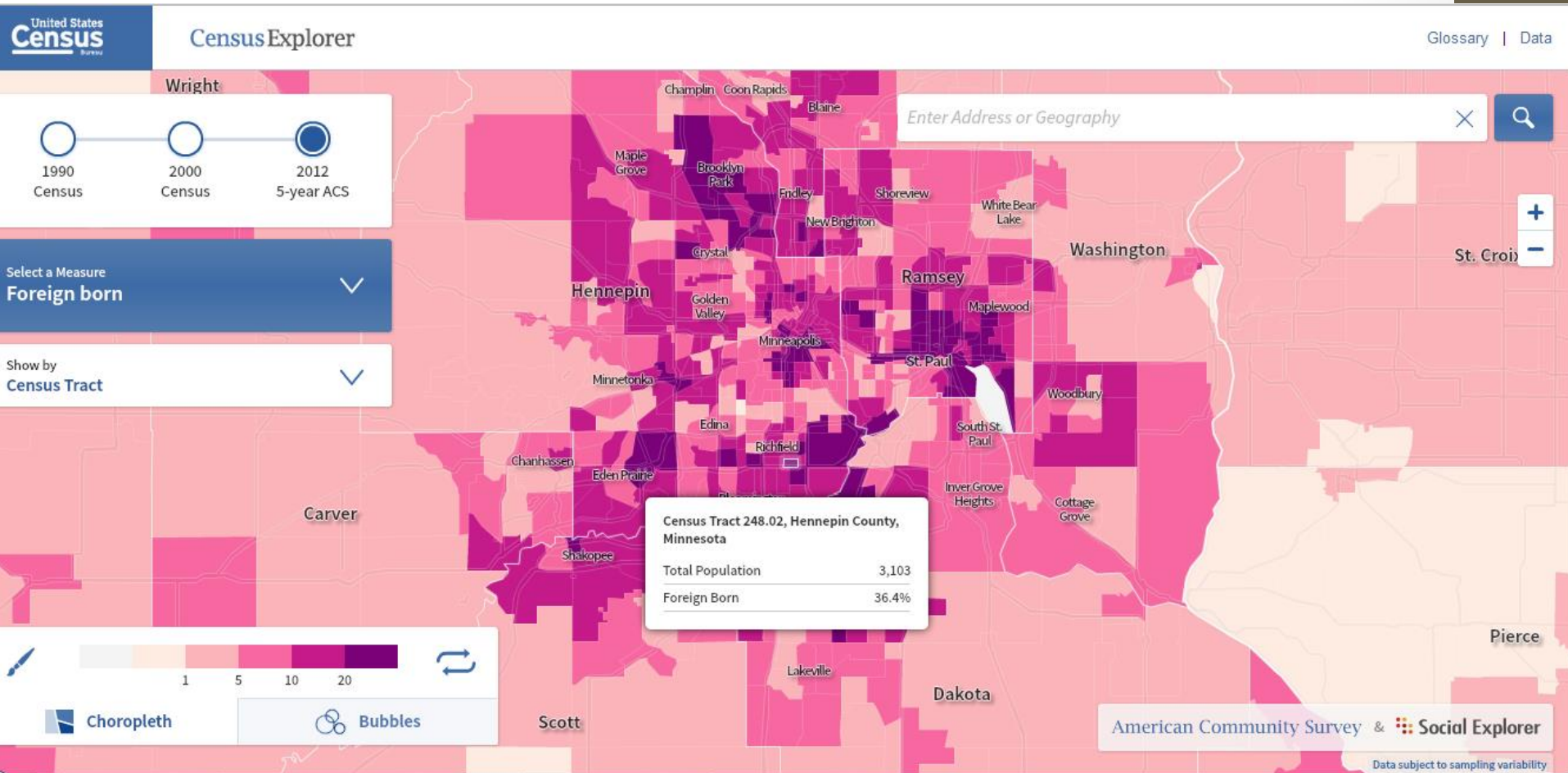


New “Census Explorer”

- Includes ACS 2008-2012, 2000 and 1990 decennial data down to census tract level
 - Shifting geographic boundaries by dataset
 - Address/geography search feature
- Eight topics presently:
 - Total population
 - 65 and older %
 - Foreign-born population %
 - Population with a high school degree or higher %
 - Population with a bachelor's degree or higher %
 - Labor force participation %
 - Home ownership %
 - Median household income
- Shortcomings: not directly downloadable, no error margins given

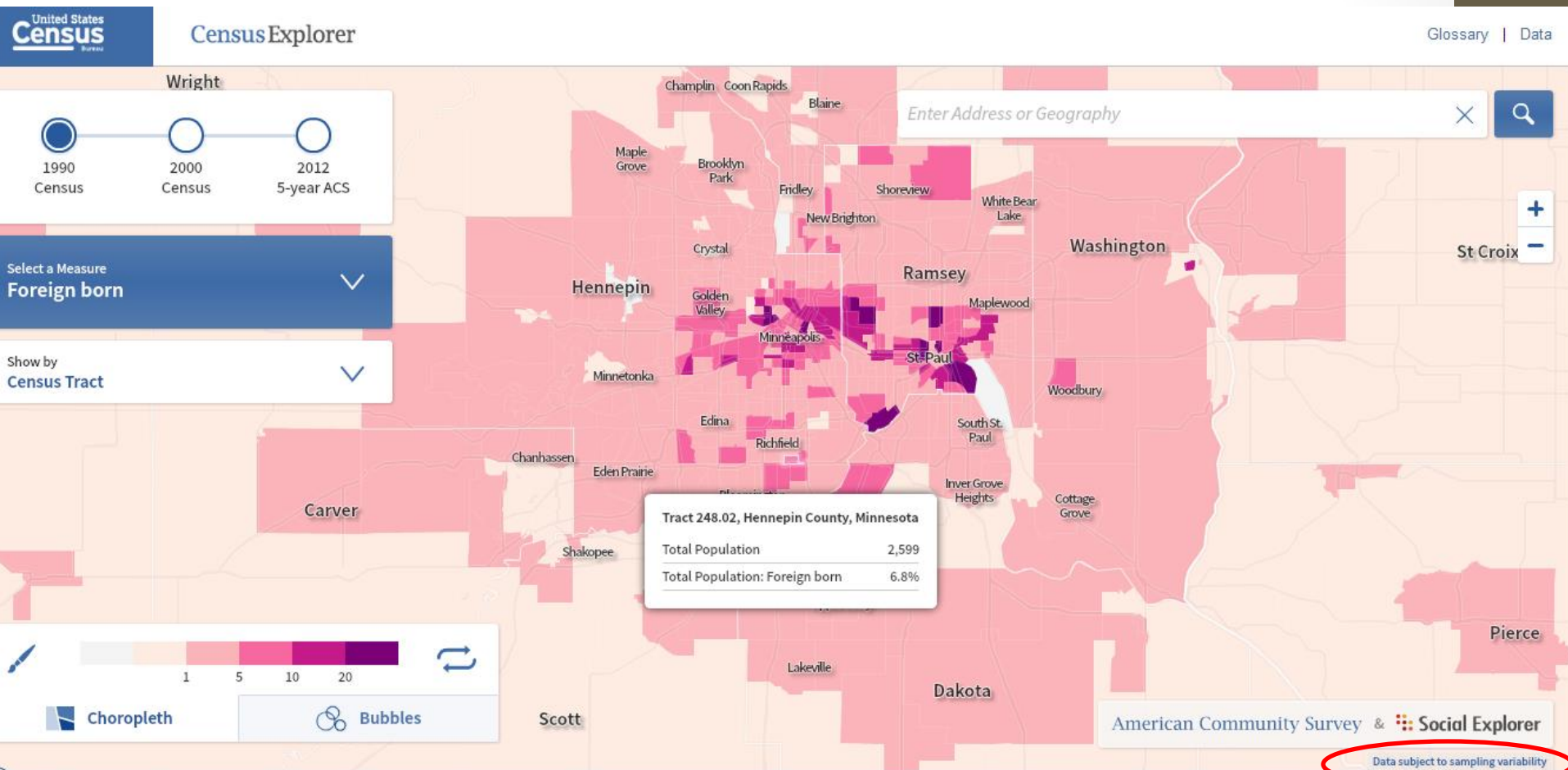


New Census Explorer: % foreign-born, 2008-2012



<http://www.census.gov/censusexplorer/>

New Census Explorer: % foreign-born, 1990



<http://www.census.gov/censusexplorer/>

A few navigational assists...

TIPS & TRICKS FOR PERFECT TOAST



Some tips

- “C” tables are compressed/collapsed versions of B tables
- The “Data Profile” tables (DP02, DP03, DP04, DP05) contain the most commonly requested information regarding social, economic, housing, and demographic* topics.

United States Census Bureau

FactFinder

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections

Search using...
Dataset:
2012 ACS 5-year estimates
clear all selections and start a new search

Search using the options below:

Topics
(age, income, year, dataset, ...)

Geographies
(states, counties, places, ...)

Race and Ethnic Groups
(race, ancestry, tribe)

Industry Codes
(NAICS industry, ...)

EEO Occupation Codes
(executives, analysts, ...)

Recommendations (1)

The 2008-2012 American Community Survey 5-year estimates provide detailed social, economic, demographic, and housing data for areas as small as census tracts. Block group estimates are available only in the ACS Summary File. This is the first 5-year data release to include health insurance coverage, disability, marital history, and veterans' service-connected disability status and ratings.
ACS Summary File

Search Results: 1-25 of 2,267 tables at census.gov match "Your Selections" per page: 25

Refine your search results

topic or table name state, county or place (optional) GO

topics race/ethnicity industries occupations

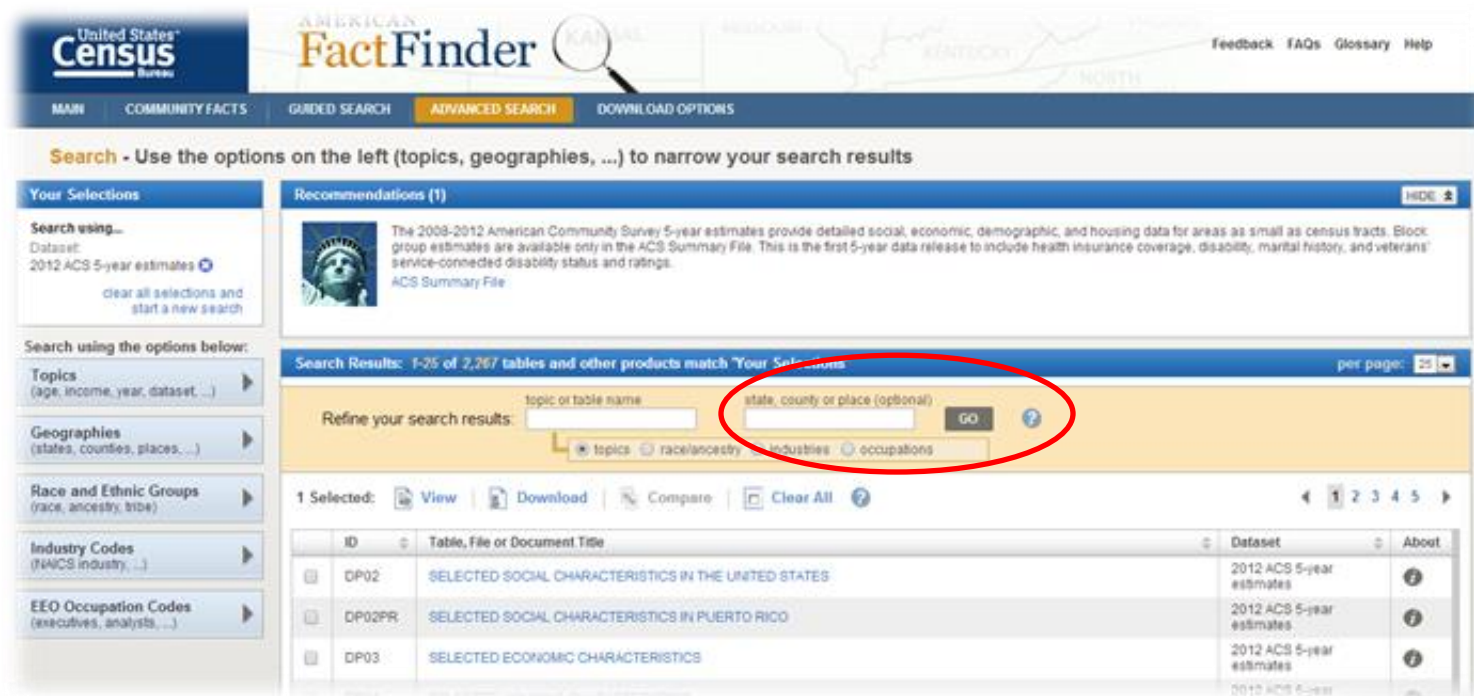
1 Selected: View Download Compare Clear All

ID	Table, File or Document Title	Dataset	About
DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2012 ACS 5-year estimates	?
DP02PR	SELECTED SOCIAL CHARACTERISTICS IN PUERTO RICO	2012 ACS 5-year estimates	?
DP03	SELECTED ECONOMIC CHARACTERISTICS	2012 ACS 5-year estimates	?

* SDC or Census official population estimates preferred over DP05 for overall estimates or by age, gender, race

Some tips

- Wondering whether 1, 3 or 5 year estimates are available for any given geography? Type it in the box below and see which datasets come up. ACS offerings will appear first.



The screenshot shows the American FactFinder interface. The top navigation bar includes links for 'United States Census Bureau', 'FactFinder', and a search icon. Below this is a secondary navigation bar with 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH' (highlighted), and 'DOWNLOAD OPTIONS'. A search bar is present with a magnifying glass icon. The main content area is titled 'Search - Use the options on the left (topics, geographies, ...) to narrow your search results'. On the left, there are several filters: 'Your Selections' (showing '2012 ACS 5-year estimates'), 'Search using the options below:' (with expandable sections for Topics, Geographies, Race and Ethnic Groups, Industry Codes, and EEO Occupation Codes), and 'Recommendations (1)' (showing a link to the 'ACS Summary File'). The search results section is titled 'Search Results: 1-25 of 2,267 tables and other products match "Your Selections"'. It includes a 'Refine your search results:' section with a red circle around the 'state, county or place (optional)' input field and a 'GO' button. Below this, there are tabs for 'topics', 'race/ancestry', 'industries', and 'occupations'. The results table shows 1 selected item, with columns for 'ID', 'Table, File or Document Title', 'Dataset', and 'About'. The table lists three results: 'DP02: SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES', 'DP02PR: SELECTED SOCIAL CHARACTERISTICS IN PUERTO RICO', and 'DP03: SELECTED ECONOMIC CHARACTERISTICS', all from the '2012 ACS 5-year estimates' dataset.

United States Census Bureau

FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH **ADVANCED SEARCH** DOWNLOAD OPTIONS

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections

Search using...
Dataset:
2012 ACS 5-year estimates
clear all selections and start a new search

Search using the options below:

Topics (age, income, year, dataset, ...)

Geographies (states, counties, places, ...)

Race and Ethnic Groups (race, ancestry, tribe)

Industry Codes (NAICS industry, ...)

EEO Occupation Codes (executives, analysts, ...)

Recommendations (1)

The 2008-2012 American Community Survey 5-year estimates provide detailed social, economic, demographic, and housing data for areas as small as census tracts. Block group estimates are available only in the ACS Summary File. This is the first 5-year data release to include health insurance coverage, disability, marital history, and veterans' service-connected disability status and ratings.
ACS Summary File

Search Results: 1-25 of 2,267 tables and other products match "Your Selections" per page: 25

Refine your search results:

topic or table name state, county or place (optional) GO ?

topics race/ancestry industries occupations

1 Selected: View Download Compare Clear All ?

ID	Table, File or Document Title	Dataset	About
DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2012 ACS 5-year estimates	?
DP02PR	SELECTED SOCIAL CHARACTERISTICS IN PUERTO RICO	2012 ACS 5-year estimates	?
DP03	SELECTED ECONOMIC CHARACTERISTICS	2012 ACS 5-year estimates	?

Some tips

- Know which dataset you want to use already—such as 1 year 2012 ACS? **Then start navigating by Topics>Datasets**
- Know you want ACS data (but not sure which year)? **Then start by navigating by Topics>Program**

The screenshot shows the American FactFinder interface. On the left, under 'Your Selections', the 'Dataset' is set to '2012 ACS 5-year estimates'. Below this, a red circle highlights the 'Topics' link in the 'Search using the options below' section. The main content area shows 'Search Results: 1-25 of 2,267 tables and other products match "Your Selections"'. A table of results is displayed with columns for ID, Table, File or Document Title, Dataset, and About.

ID	Table, File or Document Title	Dataset	About
DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2012 ACS 5-year estimates	?
DP02PR	SELECTED SOCIAL CHARACTERISTICS IN PUERTO RICO	2012 ACS 5-year estimates	?
DP03	SELECTED ECONOMIC CHARACTERISTICS	2012 ACS 5-year estimates	?

Some tips

- When selecting geographies, switch to “Name” tab (default is “List”) to get *nested areas*
 - Example: All the census tracts *within* MN, Hennepin County, or Minneapolis

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections
"Your Selections" is empty

To search for tables and other files in American FactFinder:

1 Enter search terms and an optional geography and click GO

Select Geographies

List **Name** Address Map

Enter a geography name or use the Geography Filter Options below:

Enter a geography name (Alabama, Marengo County, ...) GO ?

Search using the options below:

Topics
(age, income, year, dataset, ...)

Geographies
(states, counties, places, ...)

Race and Ethnic Groups
(race, ancestry, tribe)

Industry Codes
(NAICS industry, ...)

EEO Occupation Codes
(executives, analysts, ...)

Your Geography Filters

Geographic Type:
Census Tract

Within State:
Minnesota

clear all filters

Select geographies to add to Your Selections

Select from:
☒ most requested summary levels ☐ all summary levels ☐ individual blocks

Geography Results: 1-25 of 3,961

Selected: Add Check All Clear All

Geography Name	Geography Type	About
<input type="checkbox"/> All Census Tracts within Minnesota	Census Tract	
<input type="checkbox"/> All Census Tracts within Aitkin County, Minnesota	Census Tract	
<input type="checkbox"/> All Census Tracts within Anoka County, Minnesota	Census Tract	
<input type="checkbox"/> All Census Tracts within Becker County, Minnesota	Census Tract	
<input type="checkbox"/> All Census Tracts within Beltrami County, Minnesota	Census Tract	
<input type="checkbox"/> All Census Tracts within Benton County, Minnesota	Census Tract	

Geography Filter Options

Summary Level

Within County

Within Place

Not all options for this filter can be dissolved. Add additional filters to narrow your results.

Adams (1)

Aitkin (1)



Interest in AFF trainings?

- The MN State Demographic Center is considering offering trainings on the data extraction tool during 2014
- Follow our Twitter feed @MN_StateData or watch TCRG emails for information about future training opportunities

The screenshot displays the American FactFinder interface. At the top, the U.S. Department of Commerce and United States Census Bureau logos are visible, along with the 'AMERICAN FactFinder' title and a map of the United States. Navigation links include MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD OPTIONS. The 'Advanced Search' section is active, showing 'Search all data in American FactFinder'. Below this, there are tabs for '1 Advanced Search' and '2 Table Viewer'. The search results are for 'DP05 ACS DEMOGRAPHIC AND HOUSING ESTIMATES 2012 American Community Survey 1-Year Estimates'. A 'Table View' button is present, and a 'BACK TO ADVANCED SEARCH' link is at the bottom right. The 'Actions' bar includes links for Modify Table, Bookmark, Print, Download, and Create a Map. A yellow banner at the bottom states: 'This table is displayed with default geographies. Click Back to Search to select other geographies using the search options on the left.' Links for 'View Geography Notes' and 'View Table Notes' are also present.



Common challenges I have encountered...

TROUBLESOME TOAST



Understanding diverse groups

- Race, Hispanic origin, nativity (U.S.- or foreign-born), ancestry, language, years in the U.S., mobility...
- We often look through every available lens to estimate group size and characteristics
- ACS data are better for some groups than others...



Which of the following groups is a race, according to the ACS?

1. Hmong
2. Guamanian
3. Filipino
4. Somali



Race

6 What is Person 4's race? Mark (X) one or more boxes.

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↗

- | | | |
|--|-------------------------------------|--|
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Korean | <input type="checkbox"/> <u>Guamanian or Chamorro</u> |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, <u>Hmong</u>, <u>Laotian</u>, <u>Thai</u>, <u>Pakistani</u>, <u>Cambodian</u>, and so on.</i> ↗ | | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, <u>Fijian</u>, <u>Tongan</u>, and so on.</i> ↗ |

- ☐ Some other race — *Print race.* ↗



Ancestry/origin

13 What is this person's ancestry or ethnic origin?

Somali

*(For example: Italian, Jamaican, African Am.,
Cambodian, Cape Verdean, Norwegian, Dominican,
French Canadian, Haitian, Korean, Lebanese, Polish,
Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)*

- About 9 percent of respondents don't answer this question



Which of the following
ancestries can be found in the
ACS published tables?

1. Somali
2. Ethiopian
3. Bermudan
4. Hmong

See table B04001



Which of the following languages can be found in the ACS published tables?

1. Somali
2. Hmong
3. Gujarati
4. Urdu

See table B16001



Which of the following refugee groups have spent time in Thai refugee camps?

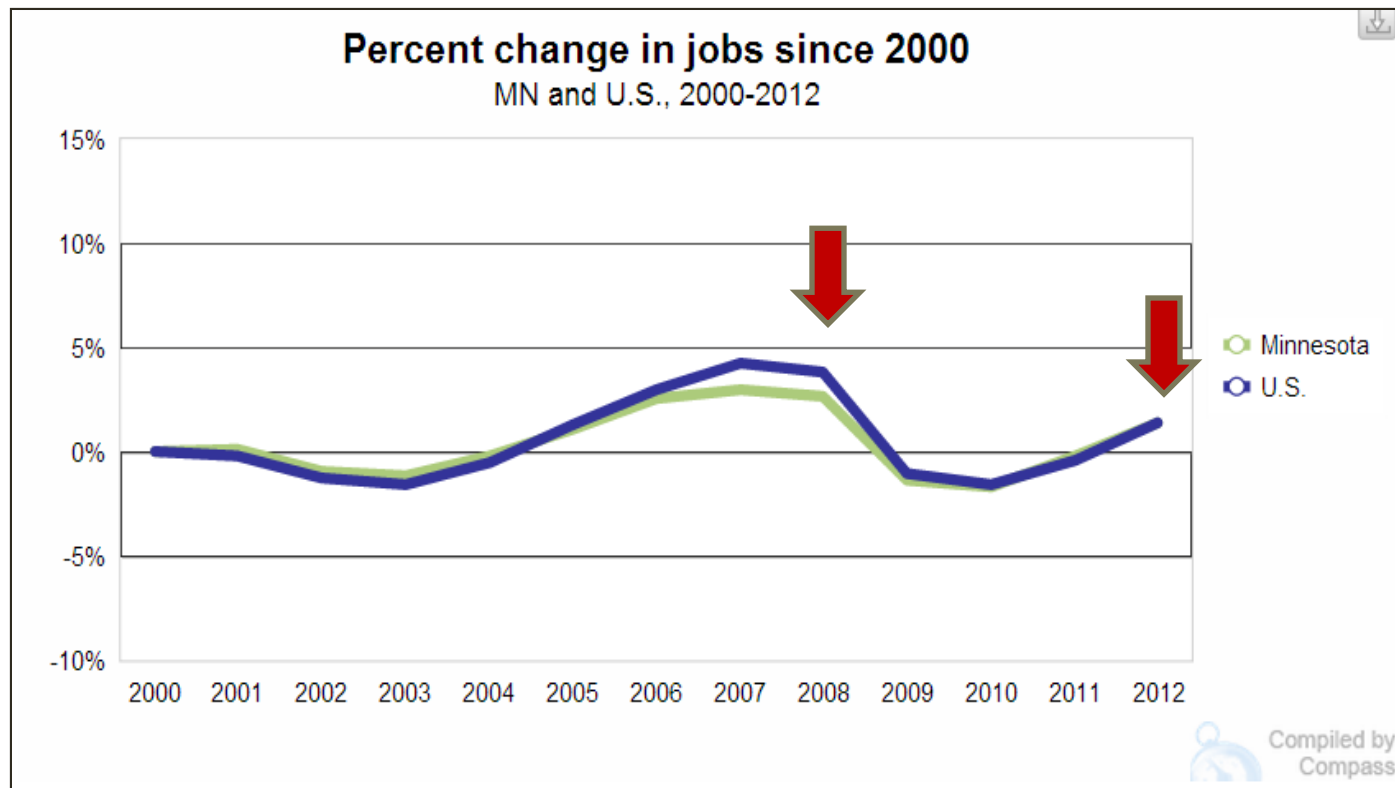
1. Hmong
2. Cambodian
3. Karen

Thus, those who were foreign-born in Thailand can represent many ethnic groups



5-year ACS for economic conditions

- 2008 through 2012 were VERY different years economically



Source: MNCompass.org, Economy topic

Alternatives to ACS 5-year data regarding economic conditions

- Consider alternatives that are more timely for small areas
- For jobs, wages, employment or industry sectors:
 - Quarterly Census of Employment & Wages (QCEW) via DEED
 - Local Area Unemployment Statistics (LAUS) via DEED
 - County or Zip Code Business Patterns (CPB) via FactFinder
 - OnTheMap (OTM) onthemap.ces.census.gov
- For poverty:
 - Small Area Income & Poverty Estimates (SAIPE) (Also median income)
 - Free and/or reduced lunch enrollment from MN Dept of Education



Can we be BOLD with ACS data?

- Large error margins with some ACS data are a challenge for “gap closing” efforts--want to show swift progress *and* detail for small groups
 - E.g., Employment gap between whites, American Indians for small areas
- As researchers, we need to:
 - **Be the voice of caution about sampling (and other) error**
 - Educate and save others from bad conclusions...
 - *BUT* without being so cautious that we prevent important action
 - **Find simpler ways to represent statistical concepts for general consumption**
 - Display range created by CI, suppress dangerous data
 - Change level of confidence (say to 95%) when the task calls for it
 - Note: ACS published margins of error are based on a 90% CI
 - Be sounding board for one another



Do I have to use American FactFinder?

OTHER TOOLS FOR TOASTING



ACS tools other than FactFinder



QuickFacts is the best online tool to find interesting facts fast. Start with a map to quickly find data about your community from the ACS and other data sources. Want to know the median income for your city? The median age for your hometown? Access QuickFacts today to get started.

<http://quickfacts.census.gov/qfd/>



Easy Stats is a new census.gov data tool that allows the user to create their own custom tables on the fly, with a menu of variables the user can select, and almost instantaneously create their own custom table which can be downloaded into an Excel file.

www.census.gov/easystats/

- PUMS (Public Use Microdata Series) or better yet...
- IPUMS (Integrated PUMS) via the U of M



A researcher's resolution for 2014: Explore IPUMS online

- IPUMS at <https://usa.ipums.org/usa/>
 - Try the “Analyze Data Online” feature in upper left corner
- Online tabulation tool allows for basic analyses without involving any statistical software package
 - Applies weights automatically, shows unweighted n also
 - Allows you to filter, set level of confidence, output to Excel with a simple copy and paste
- Also look up question language on any questionnaire from the homepage>Resources>Enumeration Forms
- <https://usa.ipums.org/usa/voliii/tEnumForm.shtml>



ACS “Compass” guides

- I recommend “What Researchers Need to Know”
- Available online (along with an online tutorial) at

www.census.gov/acs/www/guidance_for_data_users/e_tutorial



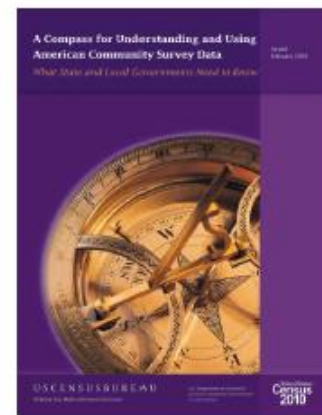
What the Business Community Needs to Know



What Federal Agencies Need to Know



What Users of Data for Rural Areas Need to Know



What State and Local Governments Need to Know

More help with error margins, significance testing, etc.

- A very helpful, accessible PowerPoint to remind you about everything you forgot from your statistics class, as applied to ACS estimates
<http://www.sacog.org/demographics/census-workshops/docs/pdf/3-Understanding%20MOEs%20and%20CVs%20in%20ACS%20SACOG.pdf>

Some nifty Excel calculators for calculating ACS error when combining estimates:

- Two tools available on our website A-Z listing under American Community Survey [http://www.demography.state.mn.us/a2z.html#American Community Survey](http://www.demography.state.mn.us/a2z.html#American%20Community%20Survey)
- Another great one available for download here, under “ACS Calculator”

<http://okcommerce.gov/data-and-research/demographics-and-population-data/american-community-survey/>



Bureau examining ACS content

Content Review Process

Benefit

- Number of Statutory Uses
- Number of Regulatory Uses
- Number of Programmatic Uses
- Lowest Geography Level- Statutory
- Lowest Geography Level-Required
- Lowest Geography Level-Programmatic
- County-Level Interquartile Range in Values
- Used to Administer ACS
- Used to Select Frame for a Federal Survey
- Used to produce Other Census Bureau Products
- Other Data Sources Exist
- Median County-level Coefficients of Variation

Cost

- Cognitive Burden
- Sensitivity
- Overall Difficulty
- Number of Complaints
- Seconds to Answer
- Median Item Response Rate at County Level



Building the “community of practice”

A TOAST TO ACS DATA USERS





www.acsdatausers.org

- New ACS Data Users Group in 2013, led by PRB and Census Bureau
- Purpose: to improve understanding of the value and utility of ACS data and to promote information sharing. Membership free & open.
- Features: an online community forum, webinars, and special sessions at professional meetings, and an annual conference
 - May 29-30, 2014, in Washington, D.C.
 - Call for abstracts **through Jan. 15**
- Activities will be determined based on input from ACS Data Users Group members, Steering Committee members, and Census Bureau
- Led by a Steering Committee representing a broad spectrum of data users with different interests (incl. Jeff Matson of CURA)



The local “community of practice”

- How can we build our local “community of practice” for the ACS and related data tools?
- How can we better share knowledge, concerns, techniques?
- What technical tools/in-person meetings would best serve you?
- Think on this and send your ideas to me at andi.egbert@state.mn.us.
- Thanks!





Twin Cities Research Group

Census ACS: A fabulous and formidable data source

Is there Congressional support for data?

Jan. 8, 2013

Wilder Foundation, St. Paul, MN

Agenda

- ACS Census Data face ongoing challenges in Congress
- **MACS** was created in 2013 to address challenges to census data
- We need your help!



ACS Census Data Face Challenges

- What are the objections to ACS census data? Why?
 - Privacy Concerns
 - Role of government
- What are the challenges?
 - Voluntary ACS
 - Defund ACS
 - Strangle 2020 Census/ACS Census Bureau budgets
- What is the current status of these challenges?
 - 2012 bills in House and Senate
 - 2013 bills in House and Senate
 - 2014 bills in House and Senate
- What is the current status of Census Bureau funding?

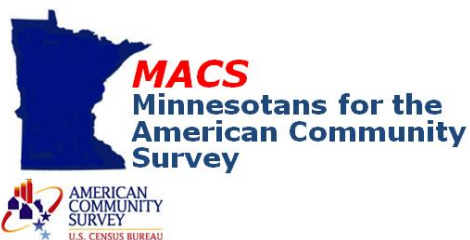


MACS Mission Statement

The mission of MACS is to educate Minnesota's Members of Congress and the public about the critical importance of census data to drive a strong economy and improve the well-being of all Minnesotans.

We are a coalition of Minnesota leaders, policy and decision makers, analysts, business people, planners and forecasters, social service providers, data users and data providers, educators, and engaged citizens.

We value and support the consistent, reliable, timely, small-area, and unique data that only the Census Bureau can provide about our population, housing, communities, neighborhoods, and economy. Without valid data, how will we know how to allocate resources, invest, and measure progress?



Focus Areas

- Membership
 - Size From 12 in March to over 100. Our growth reflects the importance of the data in MN.
 - Broad Base Representing the public, private, and nonprofit sectors
 - Geography Covering the State of Minnesota
 - Nonpolitical This message resonates across party lines, by sector and across geographic areas
- Outreach to Minnesota's 10 Members of Congress and the public
 - Relationships developed or in process with Minnesota's delegation
 - Growing our supporter base through word of mouth and outreach to community based groups, state and local government, private sector and trade groups, nonprofits and foundations, academia, etc
 - Find us on Facebook: Minnesotans for the American Community Survey. The site is used to share examples, stories, blogs, and articles about ACS Data. Twitter and LinkedIn planned.
 - Outreach to media planned in Q1 2014



Key Challenges and Opportunity

Funding for ACS and 2020 Planning is at risk

- Census Bureau is in the normal “ramp up” period of testing & design for the 2020 Census
- Sequestration and continuing CRs have severely impacted ACS, Economic Census, and 2020 planning.
- Now is the time to invest in efficient and effective design.
 - Internet response option is very promising – BUT it must be done right for 2020.
 - Cutting \$\$ now leads to **large** costs later, and better data.



How can you help?

- *Become a MACS supporter*
- *What is your congressional district -- where you live, work, and the geographic area that benefits from your work.*
- *Share your stories of how ACS Census data drive growth, change lives, improve communities, lessen congestion, etc.*



Contact MACS, make a difference

joan.g.naymark@gmail.com

***Facebook: Minnesotans for the American
Community Survey***

Questions? Comments? Toast puns?

Thank you!

Joan
Naymark

joan.g.naymark@gmail.com

Andi
Egbert

andi.egbert@state.mn.us

